

ABSTRACT OF THE DISCLOSURE

The present invention relates to the composition of synchronized media experiences, the coordination of multiple composers and publication in a production environment, the serving of these publications either immediately at creation time or at a later time, and finally, the distribution of these publications to possible a very large number of device users. One characteristic of the invention is that compositions can be device independent, targeting a wide variety of media capable devices at publication, distribution, or viewing time. Another characteristic is that a content provider can deliver media such as video, content, and commerce opportunities through any combination distribution methods and user devices simultaneously. Yet another feature is that a live event that is published through the present invention can be played back on demand or rebroadcast without any additional work on the part of the publisher. A design point in the architecture is that the mechanisms of media synchronization are distinctly separate from the content (either static or streaming). This separation offers modularity with respect to digital content and allows the invention to work with a wide variety of media formats and technologies, such as time-coded references (e.g. eXtensible Markup Language, or XML) to synchronize media content.

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